



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

Contract # 338480

Schedule Dates 10/24/12-10/30/12
Advertiser Pol/Iss/NC Supreme Court Race (17043)
Agency Innovative Advertising (2144)
Product Political - Issue (1068)
Brand 1023 NC SUPR CT (140418)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name GUERRA, HEIDI
Phone/Fax /
CPE 1023
Account Types National/Political
Billing Type Standard
Comments NC SUPREME COURT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/23/12
Last Modified 10/23/12
Entered By Jill Hipskind
CO-OP No
Headline # 06392012
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$16,781.25
Net Total \$95,093.75
Sales Tax

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	45	\$78,000.00
Nov. 2012	11	\$33,875.00
Grand Total:	56	\$111,875.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	4:30A- 4:59A (EST)	4			X	X	X			4	\$275.00	\$1,100.00	Charlotte (WSOC)		10/23/12
2.0	Normal Line / Spot	10/24/12-10/26/12	2	:30	5A- 5:30A (EST)	4			X	X	X			4	\$650.00	\$2,600.00	Charlotte (WSOC)		10/23/12
3.0	Normal Line / Spot	10/24/12-10/26/12	2	:30	5:30A- 6A (EST)	4			X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		10/23/12
4.0	Normal Line / Spot	10/24/12-10/26/12	2	:30	8A- 9A (EST)	4			X	X	X			4	\$1,600.00	\$6,400.00	Charlotte (WSOC)		10/23/12
5.0	Normal Line / Spot	10/24/12-10/26/12	2	:30	12P- 1P (EST)	4			X	X	X			4	\$650.00	\$2,600.00	Charlotte (WSOC)		10/23/12
6.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	6P- 6:30P (EST)	4			X	X	X			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)		10/23/12
7.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	7P- 7:30P (EST)							1		1	\$900.00	\$900.00	Charlotte (WSOC)		10/23/12
8.0	Normal Line / Spot	10/28/12-10/28/12	2	:30	6P- 6:30P (EST)								5	5	\$2,100.00	\$10,500.00	Charlotte (WSOC)		10/23/12
9.0	Normal Line / Spot	10/24/12-10/26/12	2	:30	7P- 7:30P (EST)	4			X	X	X			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)		10/23/12
10.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	8P- 10P (EST)			1						1	\$9,000.00	\$9,000.00	Charlotte (WSOC)		10/23/12
11.0	Normal Line / Spot	10/30/12-10/30/12	2	:30	8P- 9P (EST)			1						1	\$9,000.00	\$9,000.00	Charlotte (WSOC)		10/23/12
12.0	Normal Line / Spot	10/30/12-10/30/12	2	:30	10P- 11P (EST)			1						1	\$7,500.00	\$7,500.00	Charlotte (WSOC)		10/23/12
13.0	Normal Line / Spot	10/24/12-10/24/12	2	:30	8P- 9P (EST)			1						1	\$7,500.00	\$7,500.00	Charlotte (WSOC)		10/23/12
14.0	Normal Line / Spot	10/25/12-10/25/12	2	:30	8P- 9P (EST)			1						1	\$6,000.00	\$6,000.00	Charlotte (WSOC)		10/23/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	8P- 9P (EST)							1		1	\$3,600.00	\$3,600.00	Charlotte (WSOC)		10/23/12
16.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	7P- 8P (EST)								1	1	\$4,000.00	\$4,000.00	Charlotte (WSOC)		10/23/12
17.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	3:30P- 7P (EST)							1		1	\$3,000.00	\$3,000.00	Charlotte (WSOC)		10/23/12
18.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	8P- 11:30P (EST)							1		1	\$5,500.00	\$5,500.00	Charlotte (WSOC)		10/23/12
19.0	Normal Line / Spot	10/27/12-10/27/12	3	:30	3:30P- 7P (EST)							1		1	\$3,500.00	\$3,500.00	Charlotte (WSOC)		10/23/12
20.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	4:30A- 4:59A (EST)		1	X						1	\$275.00	\$275.00	Charlotte (WSOC)		10/23/12
21.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	5A- 5:30A (EST)		1	X						1	\$650.00	\$650.00	Charlotte (WSOC)		10/23/12
22.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	5:30A- 6A (EST)		1	X						1	\$700.00	\$700.00	Charlotte (WSOC)		10/23/12
23.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	8A- 9A (EST)		1	X						1	\$1,600.00	\$1,600.00	Charlotte (WSOC)		10/23/12
24.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	9A- 10A (EST)		1	X						1	\$500.00	\$500.00	Charlotte (WSOC)		10/23/12
25.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	12P- 1P (EST)		1	X						1	\$650.00	\$650.00	Charlotte (WSOC)		10/23/12
26.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	6P- 6:30P (EST)		1	X						1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/23/12
27.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	7P- 7:30P (EST)		1	X						1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/23/12
28.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	9A- 10A (EST)		4		X	X	X			4	\$500.00	\$2,000.00	Charlotte (WSOC)		10/23/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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OCT23/12 12.10
*** WSOC-TV ***

REP. #	OFF. #	220	SALESMAN #
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BUYER NAME HEIDI GUERRA

SALES PRSN PH- NICK WELTE

COVINGTON, LA 70433

	CLASS: NATL.	LOCAL	REGIONAL
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(CE)

FLIGHT DATES OCT22/12 OCT30/12 WK-2

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE OCT23/12	12.10
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FR JARED
NEW NC SUPREME COURT ORDER
TOTAL \$111875
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

:LINE#:	REP	:CD :	TIME PERIOD	: LGTH :	SEC :	RATE	:	START	:	END	:SPTS:	WEEK	:	DAYS	:TOTL:
:	LINE#:	:	:	:	:	:	:	DATE	:	DATE	/WK:	INVT	:	:	SPTS:

AGENCY ADVERTISER CODE = AGENCY EST# = 1023
AGENCY PRODUCT CODE =

1	430A-459A	30	2	\$275.00	10/24	10/29	5	W-F,M	5
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PROGRAM : NEWS
RA35+ : 1.7

2	500A-530A	30	\$650.00	10/24	10/29	5	W-F,M	5
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PROGRAM :	NEWS
RA35+ :	2.6

3	530A-600A	30	0	\$700.00	10/24	10/29	5	W-F,M	5
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PROGRAM : NEWS
RA35+ : 2.6

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			800A-900A	30		\$1,600.00	10/24	10/29	5		W-F,M	5
PROGRAM : GMA												
RA35+ : 4.9												
5			900A-1000A	30		\$500.00	10/24	10/29	5		W-F,M	5
PROGRAM : KELLY												
RA35+ : 2.7												
6			1200N-100P	30		\$650.00	10/24	10/29	5		W-F,M	5
PROGRAM : NEWS												
RA35+ : 3.6												
7			600P-630P	30		\$2,000.00	10/24	10/29	5		W-F,M	5
PROGRAM : NEWS												
RA35+ : 6.3												
8			700P-730P	30		\$900.00	10/27	10/27	1		SAT	1
PROGRAM : NEWS												
RA35+ : 4.3												
9			600P-630P	30		\$2,100.00	10/28	10/28	5		SUN	5
PROGRAM : NEWS												
RA35+ : 6.1												
10			700P-730P	30		\$2,000.00	10/24	10/29	5		W-F,M	5
PROGRAM : INSIDE EDITION												
RA35+ : 6.3												
11			800P-1000P	30		\$9,000.00	10/29	10/29	1		MON	1
PROGRAM : DANCING WITH THE STARS												
RA35+ : 11.8												
12			800P-900P	30		\$9,000.00	10/30	10/30	1		TUE	1
PROGRAM : DANCING RESULTS												
RA35+ : 10.7												
13			1000P-1100P	30		\$7,500.00	10/30	10/30	1		TUE	1
PROGRAM : PRIVATE PRACTICE												
RA35+ : 6.3												

10/18/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14			800P-900P	30		\$7,500.00	10/24	10/24	1		WED	1
PROGRAM : THE MIDDLE / SUBURGATORY												
RA35+			5.0									
15			800P-900P	30		\$6,000.00	10/25	10/25	1		THU	1
PROGRAM : LAST RESORT												
RA35+			6.5									
16			800P-900P	30		\$3,600.00	10/26	10/26	1		FRI	1
PROGRAM : LAST MAN STANDING/MALIBU COUNTRY												
RA35+			4.2									
17			700P-800P	30		\$4,000.00	10/28	10/28	1		SUN	1
PROGRAM : AFHV												
RA35+			5.0									
18			1200P-330P	30		\$3,000.00	10/27	10/27	1		SAT	1
PROGRAM : COLLEGE FOOTBALL												
RA35+			6.5									
19			330P-700P	30		\$3,500.00	10/27	10/27	1		SAT	1
PROGRAM : COLLEGE FOOTBALL												
RA35+			7.0									
20			800P-1130P	30		\$5,500.00	10/27	10/27	1		SAT	1
PROGRAM : COLLEGE FOOTBALL												
RA35+			8.5									
OCT/12			86375.00			NOV/12						
												CONTRACT TOTAL
												111875.00
												TOTAL SPOTS
												56

MARKET TOTALS \$302,364 WSOC 37% WBTV 30% WCNC 8% WCCB 21% WJZY 2% WMYT 0% WAXN 2% CABL 0%

SVC- NSI
DEMOS- RA35+*